

THO' SKIES BE DARK, DAY SEEMS FAIR TO THIS LOVING PAIR

For Wedding Bells Have Rung
the Climax to Their School-
day Romance.

OH, YES, THEY ELOPED!

What Tale of Youthful Ardor
Would be Complete With-
out That Chapter?

Yes, it's a rainy, dreary day, and the insolent little blue devils are dancing all over our desks, the world seems all wrong, and we're inclined to cultivate a grouse, but here's a ray of sunshine from the inside. There are at least two happy, joyous souls in this relentless city, two hearts that beat as one, who care not for the over-hanging clouds, whose ecstasy is dimmed only by the prospect that they may suffer stern parental displeasure. And that bright little ray radiates from the love-bound hearts of Jacob Gescheidt and Miss Kate C. Hodas, who eloped, last evening, and were married by Rabbi Lovell in his home on the corner of Lexington avenue and Fifth street.

The bridegroom is the son of L. Bernhardt, Gescheidt, a wealthy iron contractor of No. 110 East Eighty-seventh street. The son is associated with his father in his office at No. 215 East Fifty-second street. The happy bride is the daughter of Mr. and Mrs. George Hodas, of No. 68 Beck street, the Bronx, and was, until a week last evening, when she closed a school last evening, the manager of Iron Age, at No. 22 West Thirty-ninth street.

The newly married couple's parents do not know yet that their little ones have intruded the happiness of the future to each other, "for better or worse," and are beginning the long journey that may mean unbounded happiness or deep-seated misery.

ELOPEMENT WHEELS WERE WELL OILED.

The elopement was decided upon Monday night. The young couple have been school-day sweethearts. Ever since Kate used to give him her hair ribbons to treasure overnight and he used to share his penny stick of candy with her, just so long have they felt the overpowering mystery of that thing called love.

And so, from the time they were five and sat side by side in Public School No. 12, at Marcy and Harrison avenues, Brooklyn, and wrote love notes on their slates, which they regretfully erased when the teacher walked down the aisle, until the present day, when that child love blossomed into a rare and more enduring passion, these two have pledged their troth to one another.

The preparations for the elopement were made swiftly and quietly. Yesterday, during the lunch hour, Kate met her husband-to-be and in a taxi he made a swift trip to the office of the marriage license clerk. Both are twenty-two and they had no difficulty in obtaining a license. She went back demurely to her desk in the Iron Age office and he to his father's office. During the afternoon Miss Hodas telephoned her dearest girl chum, Miss Adelaide Frey, and in a few minutes a voice told her to meet her at 4 o'clock outside of the office, and not to fail if she had the faintest spark of love for her. At the same time young Gescheidt slipped away from his desk, which is right beside his father's, and in a quiet, dignified manner, told his younger brother, Henry, to meet him on the corner after office hours.

"JUST GOING TO BE MARRIED—THAT'S ALL."

When the business day was over he told his brother he was merely going to get married and he wanted him to be best man.

Henry gasped a few times, but finally shook his brother's hand affectionately, said he was silent as the tomb until it was all over and wished him the best happiness in the world.

The two brothers met the two girls outside the bride's office in Thirty-ninth street and the four, in a taxicab, were whirled uptown to Rabbi Lovell's home. Ten minutes later they were man and wife.

Giggling and deliciously happy, the four rode down to Rector's and there celebrated with due lavishness the momentous occasion. Several hours later they separated, the happy bride and bridegroom to go and there they became confused. They hadn't thought of that. They had to have a brand-new home, a love nest. In their excitement and eagerness to become just one bunch of happiness they forgot the more prosaic things of life.

The bride decided. "Come to my house, dearie," she said. "We can't start on a honeymoon without any clothes. We haven't even got a toothbrush."

Somewhat timorously, the bridegroom consented. He had to face her parents, but when their taxi drew up in front of his new wife's home, all the lights were out and everybody was in bed. Quietly, hand in hand, they slipped into the house, and spent the first night of the honeymoon in his wife's own, little pink and gold boudoir, while her parents slept in the next room blissfully ignorant of the fact that their daughter had a husband.

NOW—EVERYBODY ROOT FOR THE BRIDEGROOM!

The excitement of the elopement wore off, when the first sharp blasts of dawn cut the blackness of the Eastern sky, and the young husband wasn't equal to the task of facing his wife's parents before breakfast, so he slipped out of the house, before they awoke, and prepared himself to break the news to his own

THIS PAIR HAVE ELOPED!
IF PAPA AND MA DIDN'T
KNOW IT, THEY DO NOW!



MRS. KATE C. HODAS



JACOB GESCHIEDT

parents, leaving his happy bride a similar task.

Cupid dropped in to the Evening World office today and told a reporter all about it, saying he thought his latest victims were most original and he thought the rest of his army of love ought to know something about it.

The reporter found the bridegroom, who was just leaving to tell his father. "Good!" said the young man, perspiring freely. "I know the old man (like me and Kate, but Gee, I wish this was over! Say, old man," he said, "I'm terribly happy and all that sort of thing, but think of me and root for me for the next half hour. That'll help some, while I'm holding converse with the old gentleman."

After a few minutes the old world isn't quite as dark as it was before, is it? All the sunshine doesn't come from the sky!

\$10,000 Fire Sweeps Four Stores. Fire which started at 1:15 this morning in the cellar of the Star Beef Company's store at No. 1222 Boston road spread to a dry goods store at No. 1220 and then to a furnishing goods store at No. 1218 and from there to a tailor's establishment at No. 1214. The four stores, which were one-story structures, were destroyed. Two alarms were sent in for the firemen. The loss was about \$10,000.

Taft LEAVES BEVERLY. ENDS HIS VACATION WITH TOUR IN AUTO

President Shows Regret in
Final Departure From
Summer White House.

BEVERLY, Mass., Oct. 22.—Beverly's glory as the summer capital grew dim today when President Taft packed away his golf sticks, took a farewell look at the waters of Salem Bay and climbed aboard a White House automobile with Mrs. Taft, Miss Helen and Secretary of State Knox to end his vacation in the North with a three-day motor trip into the heart of Maine.

The President's leave on Farmington, the Taft summer home here, expires this year, and the Beverlies do not look for his return, no matter how the November election goes.

Mr. Taft has spent four summers near Beverly. He has been a familiar figure on the roads about the summer capital and at gatherings in nearby towns, while Mrs. Taft and Miss Helen have spent as many hours in shopping in Beverly stores that they are known to most of the inhabitants of this little Eastern Massachusetts city as well as persons who have lived here all their lives.

The President's vacation here this year was long. He stepped down at Farmington Aug. 27 and began the task of keeping out of a hot campaign, keeping up with a lively correspondence and getting ready for the session of Congress. In the two months he has been here he has done scores of things besides playing golf and motoring. He has received on an average half a dozen callers a day, has dictated thousands of letters, prepared probably a dozen statements and given many political interviews; he has been in constant touch with the Washington department and he has acquired a ruddy, healthy looking tan, a bright eye and a springy step.

Although the President did not make any speeches about it, his friends here know that he has grown to love Beverly and his summer home and that he left today with regret.

To the pipe it is like money to the miser—



The next President of the United States sends his First Message to the women of the country in the November Woman's Home Companion

Voice Husky? Throat Sore?
Try J. H. Goss + Co's Drops. 5c. per box. 15c.

O'NEILL-ADAMS Co.

In New York's

Shopping Center

Sixth Avenue, 20th to 22nd Street.

The pianos for this Co-operative sale were personally selected at the factory by Mr. O. Alfred Wagner, president the Lyrachord Co., and upon arrival are being tested and inspected by Mr. Nathan Franko, for years Conductor and Concermeister Metropolitan Opera Company.

This Co-operative effort has produced a piano guarantee of real value

Upon the payment of a single five-dollar bill your choice of these pianos or player-pianos will be sent to your home IMMEDIATELY. You can make your selection now. A five-dollar cash investment starts you in the ownership of a valuable property, worth several hundred dollars—the pleasure and comfort of which you begin to experience AT ONCE. You do not have to disturb your savings or any investment you wish to make, but you can give your family the refining influence of music in their home NOW.



Copyright, 1912, by Stone & McCarrick, Inc.

WE HAVE TOLD you fully in three previous ads about this co-operative or association plan of selling pianos. We have told you of the value of the pianos that are being sold on this plan. We have told you of what care was taken in their selection—of how Mr. Franko had agreed to personally examine and pass upon them. Yesterday Mr. MacLachlan, president of our company, told you in a personal word how much he valued this plan and of his high opinion of the pianos.

Now, to-day, we tell of the guarantee which has been put upon these instruments as a result of this associate idea.

Pianos have always been guaranteed. That is, they have been supposed to be guaranteed. But the guarantees, most of them, have been vague and evasive. They began nowhere—they went nowhere. There were loopholes in them through which you could drive a horse and wagon. They were made up—very largely—of "ifs and ands."

But when this plan was organized both the manufacturer and the dealers (including ourselves) decided to make a guarantee that meant something—to make a guarantee in fact as well as in name.

Here it is—you can read it and judge for yourself. In our opinion, it is the strongest guarantee ever placed upon a piece of merchandise anywhere or at any time.

Let us sum up this whole proposition. You get a good, durable piano, worth three hundred and fifty dollars of anybody's money, for two hundred and forty-eight dollars and seventy-five cents. This is a saving to you of one hundred and one dollar and twenty-five cents.

You pay five dollars when you select your piano, leaving two hundred and forty-three dollars and seventy-five cents to be paid. To pay this balance you are allowed one hundred and ninety-five weeks' time. This makes the payments amount to only one dollar and twenty-five cents a week. You can take the full time—one hundred and ninety-five weeks—or not, just as you wish. If you pay in shorter time, you earn and are paid a cash dividend of fifteen cents a week. After the balance of two hundred and forty-three dollars and seventy-five cents is paid there is then no interest or further payments of any kind to be met.

You can get your money back after a thirty days' trial, if you want without loss at any time, up to within one year from the day you bought it. And all unpaid payments are voluntarily cancelled in the event you should die while you are paying for the instrument.

Besides this you get the protection of the guarantee above mentioned—protecting you absolutely for five years.

What more can be given? What more can be wished? Can you suggest any further privileges or conditions that would be of advantage to you? This, then, is the co-operative plan in brief. It is a you-help-me-and-I-will-help-you-and-everybody-pull-together idea.

Player-pianos can also be purchased on the same plan

Three hundred player-pianos will also be sold on this co-operative plan. The usual price of these player-pianos is five hundred and fifty dollars each. The co-operative price will be three hundred and ninety-five dollars, with NO INTEREST to be added. The player-piano will also be delivered immediately upon the payment of five dollars. The payments will be two dollars a week—giving you one hundred and ninety-five weeks' time in which to make your payments—the same as on the piano. The same unconditional guarantee that is given on the piano is given on the player-piano.

You can also get your money back at any time within thirty days. You get the same privilege of exchanging within a year as that given with the piano. All of the unpaid balances will be voluntarily cancelled in event of death. Also, a player-piano bench and nine rolls of music (your own selection) are included without extra charge. An arrangement will be made with each purchaser whereby new player rolls can be procured at a cost of only 5 cents a roll.

These player-pianos are standard 88-note players—that is, they play every note on the piano when the music roll is in motion. These player-pianos have an automatic shifter, which compels the music to play perfectly. Most player-pianos sold at from two hundred to two hundred and fifty dollars more than these will not play perfectly. These player-pianos have lead tubing. Most player-pianos have rubber tubing. The life of rubber is one year—at most. Lead lasts forever. It cannot wear out and the tubing in these player-pianos is so placed that it cannot be broken.

All of the features of the co-operative plan are carried out in offering the player-pianos, with the single exception that the terms on the player-piano are two dollars a week, instead of—as on the piano—one dollar and twenty-five cents a week.

O'NEILL-ADAMS Co.

Sixth Avenue, 20th, 21st and 22nd Streets
Main Store, 6th Floor; take 92d Street Elevator.



CO-OPERATIVE GUARANTEE

We, Kohler & Campbell, manufacturers of piano Numb. 1000, and the undersigned sellers jointly guarantee said piano for the period of five years from date. Any defects in material or workmanship appearing within that time will be repaired, or the piano replaced with a new one of like grade, without cost, upon its return to the undersigned.

O'Neill-Adams Co.

You will find this tag on every piano or player-piano sold under this co-operative plan.

Some interesting facts about guarantees

"We guarantee this price."
"This shoe is absolutely guaranteed."
"We guarantee all our candies."
"We guarantee this."
"We guarantee that."
You see these sweeping generalities in advertisements every day. Every day you have salesmen din them into your ears.

Of what value are they? None. Wasted money when spent in advertising—wasted breath, when spoken.

A guarantee to be a guarantee should guarantee something. It should be specific. It should state that "such and such" are facts. And that if "such and such" are not facts—then there should be a forfeit.

Wayne Knit Hosiery are a good example of what we mean. Here the manufacturers say what they will do. They say "these hose will wear six months. We guarantee that they will. If they don't you can have a new pair—free."

This is exactly the idea behind these pianos. We say that the materials that enter into these pianos are of the best. That the workmanship by which the materials are put together is of the highest order. That no defects will be manifest within five years. Should there be—you get a new piano.

One can't lose much sleep worrying over a straightforward proposition like this, can they?

Cut this coupon off, and mail to-night.
O'Neill-Adams Co., 6th Ave., New York
Without obligation on my part, mail photograph and description of piano and player-piano being sold on your co-operative plan to

Name.....
St. and No.
City..... State.....